



“ READ THE LABEL FIRST!”

Protect Your Household

Protect Your Garden

Protect Your Kids

Protect Your Pets



Have you ever . . .

Made a dash for fresh air after mixing two cleaning products?

Had a sick pet who'd gotten into the products under the kitchen sink?

Made a second trip to the store because the first product you bought turned out not to be right for the job?

Wound up with a puddle of bug spray on the floor after trying to kill one fast-moving roach or spider?

Sprayed your tomatoes for bugs with a spray that wasn't supposed to be used on vegetables?

Wiped out your lawn along with the weeds figuring that, if some lawn treatment was good, more would be better?

Found a “mystery” box or a bottle of a product in your basement or garage and had no clue what it was or what to do with it?

If you've “been there, done that,” you already know that reading the label first can save you time, trouble and money!!!

BACKGROUND

“Read the Label First!” focuses on the safe use of pesticide products. It is the consumer education component of the U.S. Environmental Protection Agency's Consumer Labeling Initiative (CLI). CLI is designed to:

- ▶ improve product labels so that they are easier for consumers to understand;
- ▶ help consumers to become more aware of product labels and the information they contain;
- ▶ give consumers better tools for understanding label information; and
- ▶ encourage consumers to consistently and thoroughly read consumer product labels prior to purchase, use, storage, and disposal.

On March 6, 2000, at the Philadelphia Flower Show, EPA and its CLI partners--industry, stakeholder groups, and other federal, state and local government agencies--formally launched a joint nationwide campaign encouraging consumers to “Read the Label First!” The campaign was developed to increase the reading and use of labels, to decrease misuse of and accidents involving products; and to lessen adverse environmental impacts caused by improper storage and disposal.

OBJECTIVE

The intent of “Read the Label First!” is to have all CLI participants and interested groups work together to spread a uniform message on the importance of reading consumer product labels. We welcome the participation of the many organizations--government, industry, health, environmental, consumer groups and others--that represent avenues for reaching consumers directly. We encourage them to reproduce and/or disseminate “Read the Label First!” material.



ORDERING INFORMATION

Brochures:

Protect Your Kids
(EPA 740-F-00-001)

Protect Your Pet
(EPA 740-F-00-002)

Protect Your Garden
(EPA 740-F-00-003)

Protect Your Household
(EPA 740-F-00-004)

Poster:

Use These Products Safely
(EPA 735-H-00-001)

When ordering from NSCEP, please be sure to use both the title and the EPA Publication Number for each brochure, and the poster, as shown above. Brochures and the poster are available, in bulk, at no cost.

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JOINING THE TEAM

We welcome everyone who would like to participate in this campaign to help us spread the word about the importance of reading labels. You can access and download "Read the Label First!" outreach materials and information from our website, www.epa.gov/oppt/labeling. To become involved, you need only be interested. Please feel free to contact us at consumer.label@epa.gov to further discuss "Read the Label First!" or to ask any questions that you may have.

WHAT'S IN IT FOR YOU?

A chance to be part of an exciting nationwide consumer education campaign that will reach virtually every American household. Interested? **YOU SHOULD BE!** This is an extremely positive, upbeat message that everyone can relate to. The campaign is based on extensive consumer research and has strong support from the leading companies in the industry as well as our other government and environmental partners.

OUTREACH MATERIALS

"Read the Label First!" materials available for your use:

- ▶ the "reading person" symbol and guidelines for using it;
- ▶ "Use These Products Safely" poster;
- ▶ an in-depth background article about CLI and label reading; and
- ▶ four "Read the Label First!" brochures

Print copies of the brochures and the poster may be ordered by mail, phone, fax or e-mail from the National Service Center for Environmental Publications (NSCEP).

Join the campaign and "Read the Label First!"